



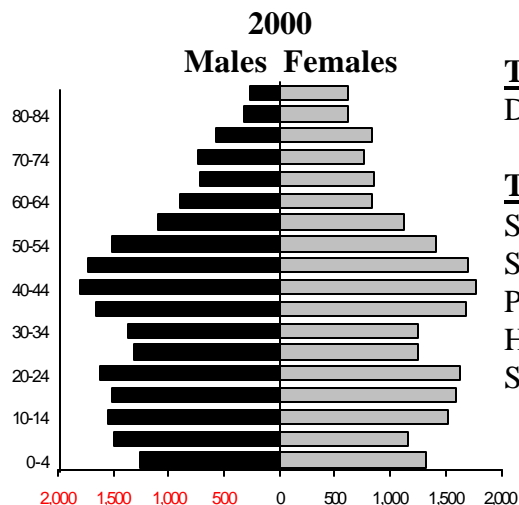
...experienced a 3.7% increase in population between 1990 and 2000, resulting in a 2000 total population of 43,287. In 2000, the county had 33.1 persons per square mile, a density much lower than the state as a whole. The median age in Douglas County is 37.7, indicating a slightly older population than the State of Wisconsin, which has a median age of 36.0 years. The largest municipality is the City of Superior.

The median value of owner-occupied housing in Douglas County is \$69,900. 8.8% of the housing units are seasonal, a value just above the state's average of 6.3%.

Farmland covers 8.5% of the county, while 42.9% of Wisconsin land is used for farming. The county is 78% forested and has 431 of the State's 15,057 lakes.

In Douglas County, Murphy Oil U.S.A., Inc. employs more workers than any other manufacturing firm, and the School District of Superior is the largest non-manufacturing employer. The Transportation and Public Utilities industry generates the largest share of the county's total personal income. Douglas County's 1999 median household income was \$35,226.

Population



Total

Douglas County

1990

41,758

2000

43,287

Top Five Municipalities

Superior, City 27,134

Superior, Town 1,911

Parkland, Town 1,326

Hawthorne, Town 1,049

Summit, Town 1,009

Superior, City 27,368

Superior, Town 2,058

Parkland, Town 1,240

Oakland, Town 1,144

Amnicon, Town 1,074

Quality of Life

| | <u>Wisconsin</u> | <u>Douglas</u> |
|---|------------------|----------------|
| Persons per Square Mile, 2000 | 98.8 | 33.1 |
| Number of Staffed Hospital Beds, 1995 | 16,070 | 49 |
| Average Birth Rate per 1,000 population, 2000 | 12.9 | 11.9 |
| Public School Enrollment, 2000-2001 | 879,476 | 6,958 |
| Number of 2000 Public High School Graduates | 58,545 | 471 |
| 1999-2000 Public High School Dropout Rate | 2.3% | 3.8% |

Vital Statistics

| | <u>1990</u> | | <u>2000</u> | |
|------------------------|------------------|----------------|------------------|----------------|
| | <u>Wisconsin</u> | <u>Douglas</u> | <u>Wisconsin</u> | <u>Douglas</u> |
| Birth Rate (per 1,000) | 14.8 | 12.9 | 12.9 | 11.9 |
| Death Rate (per 1,000) | 8.7 | 10.5 | 8.7 | 10.5 |
| Number of Marriages | 38,934 | 355 | 36,100 | 266 |
| Number of Divorces | 17,727 | 177 | 17,337 | 180 |

Housing

| | <u>1990</u> | <u>2000</u> |
|------------------------------------|-------------|-------------|
| Total Number of Housing Units | 20,610 | 20,356 |
| Number of Single-Unit Structures | 14,777 | 14,820 |
| Number of Multiple-Unit Structures | 3,832 | 4,043 |
| Number of Single Units Permitted | 124 | 197 |
| Number of Multiple Units Permitted | 26 | 27 |
| Percent Seasonal Housing | 14.9% | 8.8% |
| Median Value, Owner-Occupied | \$38,700 | \$69,900 |
| Median Rent | \$237 | \$351 |

Recreation

| <u>1995 Number of:</u> | <u>Wisconsin</u> | <u>Douglas</u> |
|--|------------------|----------------|
| Campgrounds | 1,106 | 36 |
| Campsites | 75,367 | 1,152 |
| Hiking Trails (in miles) | 5,617 | 304 |
| Mountain Biking Trails (in miles) | 3,155 | 103 |
| Cross Country Skiing Trails (in miles) | 4,154 | 90 |
| Snowmobile Trails (in miles) | 14,896 | 341 |
| Visitor Expenditures, 2000 | \$11,046,539,344 | \$103,409,000 |

Income

| | <u>1980</u> | <u>1990</u> | <u>2000</u> |
|---|-------------|-------------|-------------|
| Total Personal Income | \$400,084 | \$613,364 | \$992,939 |
| Non-Farm Personal Income (in thousands) | \$397,118 | \$613,985 | \$993,360 |
| Farm Income (in thousands) | \$2,966 | \$(621) | \$(421) |
| Per Capita Income | \$8,978 | \$14,672 | \$22,876 |
| Transfer Payments (in thousands) | \$79,648 | \$130,798 | \$187,666 |
| Proprietor Income (in thousands) | \$22,375 | \$31,594 | \$57,587 |

Banking

| <u>2000</u> | <u>Wisconsin</u> | <u>Douglas</u> |
|---|------------------|----------------|
| Savings Institutions-Offices | 396 | 2 |
| Savings Institutions-Savings Capital (Millions) | \$12,761 | \$43 |
| Commercial Banks-Offices | 1,720 | 8 |
| Commercial Banks-Deposits (Millions) | \$62,618 | \$371 |

Government Finance

| <u>1997</u> | <u>Wisconsin</u> | <u>Douglas</u> |
|---|------------------|----------------|
| Total Property Taxes Levied (in 1000's) | \$5,144,206 | \$43,862 |
| Effective per Capita Property Tax | \$997 | \$1,019 |
| Total Expenditures (in 1,000's) | \$17,139,825 | \$157,815 |
| In Dollars per Capita | \$3,322 | \$3,666 |
| As Percent of Total: | | |
| Education | 43.2% | 51.2% |
| Health & Hospital | 4.5% | 5.2% |
| Police | 5.0% | 4.8% |
| Fire | 2.3% | 2.4% |
| Public Welfare | 6.8% | 3.6% |
| Highways | 7.7% | 7.8% |

Retail, Service, Wholesale

| <u>1997</u> | <u>Wisconsin</u> | <u>Douglas</u> |
|---------------------------------------|------------------|----------------|
| Number of Retail Sales Establishments | 21,717 | 161 |
| Sales (in thousands) | \$50,520,463 | \$334,077 |
| Annual Payroll (in thousands) | \$4,826,217 | \$31,071 |
| Number of Service Establishments | 55,618 | 463 |
| Receipts (in thousands) | \$48,559,607 | \$146,805 |
| Annual Payroll (in thousands) | \$18,990,629 | \$51,839 |
| Number of Wholesale Establishments | 8,025 | 59 |
| Sales (in thousands) | \$57,192,863 | (DS) |
| Annual Payroll (in thousands) | \$3,764,944 | (DS) |

Manufacturing

| <u>1997</u> | <u>Wisconsin</u> | <u>Douglas</u> |
|--------------------------------------|------------------|----------------|
| Number of Establishments | 9,936 | 56 |
| Number of Employees | 562,479 | 1,543 |
| Total Payroll (in 1,000's) | \$18,766,395 | \$45,405 |
| Production Workers, average number | 416,254 | 1,216 |
| Production Worker Hours (in 1,000's) | 837,444 | 2,281 |
| Production Worker Wages (in 1,000's) | \$11,952,570 | \$31,894 |
| Value Added (in 1,000's) | \$54,947,083 | \$128,071 |
| Value of Shipments (in 1,000's) | \$117,382,992 | \$500,171 |

2002 Top Employers

| <u>Top Five Manufacturing Firms</u> | <u>Number Employed</u> | <u>Product/Type of Business</u> |
|---|------------------------|--------------------------------------|
| Murphy Oil U.S.A. Inc. | 100-249 | Petroleum Refining |
| General Mills Operations Inc. | 100-249 | Food Preparations |
| Fraser Shipyards Inc. | 100-249 | Ship Building and Repairing |
| Partridge River Superior Inc. | 50-99 | Millwork |
| Genesis Equipment & Mfg., Inc. | 50-99 | Construction Machinery & Equipment |
| <u>Top Five Non-Manufacturing Firms</u> | | |
| School District of Superior | 500-999 | Elementary and Secondary School |
| University of Wisconsin- Superior | 250-499 | Colleges and Universities |
| City of Superior | 250-499 | Executive & Legislative Govt. Office |
| Vanguard Services Inc. | 250-499 | Trucking |
| Fleming Companies Inc. | 250-499 | Wholesale Groceries, General Line |

Employment by Industry

| | <u>1980</u> | <u>1990</u> | <u>2000</u> |
|-------------------------------------|-------------|-------------|-------------|
| Mining | (L) | 16 | (DS) |
| Construction | 809 | 874 | 1,197 |
| Manufacturing | 1,946 | 1,627 | 1,442 |
| Transportation and Public Utilities | 3,029 | 2,204 | 2,578 |
| Trade | 5,237 | 5,725 | 5,615 |
| Services | 4,633 | 5,071 | 7,264 |
| Government | 3,986 | 3,518 | 3,577 |

Income by Industry

In Thousands:

| | <u>1980</u> | <u>1990</u> | <u>2000</u> |
|-------------------------------------|-------------|-------------|-------------|
| Mining | \$548 | \$409 | (DS) |
| Construction | \$15,757 | \$24,635 | \$43,123 |
| Manufacturing | \$39,053 | \$44,740 | \$60,200 |
| Transportation and Public Utilities | \$73,521 | \$79,731 | \$127,243 |
| Trade | \$56,934 | \$82,382 | \$120,405 |
| Services | \$39,685 | \$63,557 | \$123,424 |
| Government | \$57,860 | \$85,589 | \$120,151 |

Natural Resources

| | <u>Wisconsin</u> | <u>Douglas</u> |
|---|------------------|----------------|
| Land Area (square miles) | 54,310 | 1,309 |
| Total Forest Land (in thousands of acres) | 15,964.8 | 649.5 |
| Commercial | 15,702.5 | 639.8 |
| Non-Commercial | 262.3 | 9.7 |
| Percent Land in Forests | 46% | 78% |
| Number of Lakes | 15,057 | 431 |
| Total Acreage of Lakes | 982,155 | 14,113 |

Farming

| <u>1997</u> | <u>Wisconsin</u> | <u>Douglas</u> |
|--|------------------|----------------|
| Number of Farms | 65,602 | 267 |
| Land in Farms (acres) | 14,900,205 | 70,806 |
| Average size of Farm (acres) | 227 | 265 |
| Sales by Selected Products (in 1,000's): | | |
| Hay, Silage, and Field Seeds | \$106,572 | \$354 |
| Vegetables, Sweet Corn, and Melons | \$149,443 | \$0 |
| Fruits, Nuts, and Berries | \$140,140 | (DS) |
| Nursery and Greenhouse Crops | \$157,348 | (DS) |
| Poultry and Poultry Products | \$241,523 | (DS) |
| Dairy Products | \$2,746,950 | \$1,812 |
| Cattle and Calves | \$670,518 | \$1,901 |
| Hogs and Pigs | \$151,164 | \$46 |

Notes:

(NA) - Not available

(DS) - Data suppressed; not shown to avoid disclosure of confidential information

(L) - Less than 10 persons employed in "Employed by Industry" or less than \$50,000 in "Income by Industry"

Number of Single-Unit Structures - Number of housing units standing alone

Number of Multiple-Unit Structures - Number of housing units connected to another structure, including other housing units

Percent Factory Jobs - Percent of employed persons working in factories

Services - Includes services and finance, insurance, and real estate

Trade - Includes retail and wholesale trade

SOURCES:

TEXT

1999 Median Household Income, U.S. Bureau of the Census, Census 2000

POPULATION

U.S. Department of Commerce, Bureau of the Census.

2000 Census of Population and Housing

Table P8: Sex by Age

1990 Census of Population and Housing

Table P001: Persons

2000 Census of Population and Housing

Table P1: Total Population

Wisconsin Department of Workforce Development, County Workforce Profiles, Fifth Edition, 2002.

Top Five Municipalities

QUALITY OF LIFE

U.S. Bureau of the Census, Census 2000. State & County Quick Facts, Geography Quick Facts

Persons per Square Mile

Wisconsin Department of Health and Family Services, Division of Health, Bureau of Health Care

Number of Staffed Hospital Beds, 1995

Wisconsin Department of Health and Family Services, Wisconsin Births and Infant Deaths, 2000 Report

Table 23: Number of Births by County of Residence, Wisconsin 1980-2000

Wisconsin Department of Public Instruction, Statistics and Reports, Student Data

Raw Data for Public School Enrollments, Graduates, and Dropout Rates

VITAL STATISTICS

Wisconsin Department of Health and Family Services, Vital Statistics Reports

Wisconsin Births and Infant Deaths, 2000

Table 23: Number of Births by County of Residence

Wisconsin Deaths, 2000

Table 3: Deaths by County of Residence

Wisconsin Marriages and Divorces, 2000

Table 4: Monthly Marriage Totals by County

Table 6: Divorces and Annulments by County

HOUSING

U.S. Department of Commerce, Bureau of the Census, Census 2000.

Table H1: Housing Units

Table H30: Units in Structure

Table H8: Vacancy Status

Raw Data for Seasonal Housing

Percentages

Table H76: Median Value for Specified

Owner-Occupied Housing Units

Table H56: Median Contract Rent

U.S. Department of Commerce, Bureau of the Census, Census 2000.

CenStats Databases:

Building Permits, Annual 2000

Note: Data for some counties are not exact because some municipalities had no available data (NA).

RECREATION

Wisconsin Department of Natural Resources.

Unpublished Data for Wisconsin Statewide

Comprehensive Outdoor Recreation Plan for 1991-1996.

Wisconsin Department of Tourism, Research and Travel Trends

1993-2002 Economic Impact of Traveler Expenditures by County

INCOME

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

BANKING

Federal Deposit Insurance Corporation, Summary of Deposits, Individual State Tables

Table 07: County (June 30, 2000)

GOVERNMENT FINANCE

U.S. Department of Commerce, Bureau of the Census.

Census of Governments, 1997. County Area Finance and Employment Fact Facts.

RETAIL, SERVICE, WHOLESALE

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97R44-WI Census of Retail Trade, 1997.

Table 3: Summary Statistics for Counties, 1997.

EC97W42-WI(RV) Census of Wholesale Trade, 1997.

Table 5: Summary Statistics for Counties, 1997. Economic Census, 1997. Summary Statistics.

Raw Data for Service Industries

Note: The Census of Service Industries was not compiled in 1997 due to the change in industry coverage from the Standard Industrial Classification System (SIC) to the North American Industry Classification System (NAICS). There is no Service Industries classification in the new system.

MANUFACTURING

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97M31-WI Census of Manufacturing, 1997.

Table 3: Industry Statistics for Counties, 1997.

TOP EMPLOYERS

Wisconsin Department of Workforce Development, Local Labor Market Information, Top Fifty Employers by County.

Raw Data for Public and Private Employers, 2002.

EMPLOYMENT BY INDUSTRY

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA25: Total Full-Time and Part-Time Employment by Industry

Note: Data was compiled in March, 2003.

INCOME BY INDUSTRY

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

NATURAL RESOURCES

U.S. Department of Commerce, Bureau of the Census, Census 2000.

GCT-PH1: Population, Housing Units, Area, and Density, 2000.

Schmidt, Thomas L. Wisconsin Forest Statistics, 1996. United States Department of Agriculture, Forest Service.

Table 1: Area of Land by Forest Survey Unit, County, and Major Land-Use Class, Wisconsin, 1996.

Wisconsin Department of Natural Resources, Bureau of Water Resources Management-Lake Section, Wisconsin Lakes PUB-FM-800 99Rev.

Inland Lake Summary Information by County

FARMING

AC97-A-49 Census of Agriculture, 1997.

Table 1: County Summary Highlights.

Table 2: Market Value.

Table 14: Cattle and Calves: Inventory & Sales.

Table 15: Hogs and Pigs: Inventory & Sales.

Table 16: Poultry: Inventory & Sales.

Published July 2003 by:

The Wisconsin Department of Commerce

201 W. Washington Avenue

P.O. Box 7970

Madison, Wisconsin 53707-7970

1-800-hel-pbus

(608) 266-1018

Fax: (715) 267-0436

mt@commerce.state.wi.us

<http://commerce.state.wi.us>

Prepared by:

NorthStar Economics, Inc.

University Research Park

510 Charmany Drive, Suite 173

Madison, Wisconsin 53719

(608) 441-8060

Fax: (608) 441-8064

nstar@northstareconomics.com

<http://www.northstareconomics.com>



